



GREEN GROWTH

Knowledge Platform

GGKP IMPACT REPORT 2018



About the GGKP Impact Report

The Green Growth Knowledge Platform (GGKP) Impact Report 2018 outlines how the partnership has performed over the course of the year and is measured against explicit success indicators.

The report serves as a complement to the GGKP Biennial Report series. The GGKP's most recent Biennial Report, covering the two-year period 2016-2017, can be accessed at greengrowthknowledge.org.

The Impact Report 2018 introduces new success indicators in line with the new GGKP Strategy and Work Programme (2018-2021). Drawing together analytics and analysis across the GGKP's three work areas – generating knowledge, managing knowledge and sharing knowledge – the report provides a concise evaluation of the partnership's impact. This includes summaries of key achievements and how these efforts will be complemented by future planned activities.





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Knowledge Is Impact

The Green Growth Knowledge Platform (GGKP) was established in 2012 with the belief that knowledge leads to lasting impact and that investing in its generation and dissemination produces concrete results. To facilitate the transition to a green economy, the GGKP provides policymakers and practitioners with cutting-edge information and data and promotes interdisciplinary collaboration that addresses major gaps in green growth theory and practice.

The GGKP was founded by the Global Green Growth Institute (GGGI), Organisation for Economic Co-operation and Development (OECD), United Nations Environment Programme (UN Environment) and World Bank. In 2018, the United Nations Industrial Development Organization

(UNIDO) joined the four founding organizations on the GGKP Steering Committee, the principal GGKP governing and decision-making body. Since 2012, the GGKP has expanded to a global partnership of over 60 international organizations, research institutes and think tanks.





To achieve its impact, the GGKP engages in three work streams:

- **Generating knowledge** – Identifying and addressing gaps in green growth knowledge and data that directly contributes to policy change.
- **Managing knowledge** – Compiling and managing green growth research, data, best practices, news and learning materials to provide easy access to the latest information through 33 sector and thematic pages and 193 country pages.
- **Sharing knowledge** – Drawing together the green growth community, strengthening international cooperation, and empowering action through in-person and online knowledge sharing events.

To support its work, the GGKP has a number of resources at its disposal, including its core and programmatic funding from donors and partners, in-kind contributions of staff time from its Steering Committee members, expertise and engagement of its Knowledge Partners and Advisory Committee, a dedicated Secretariat focused on the day-to-day management of the initiative, and contributions of a growing green growth community of practice.

In 2017, GGKP Steering Committee members agreed to a new four-year GGKP Strategy and Work Programme (2018-2021). Under this new strategy and work programme, the GGKP is scaling its activities in two important ways.

The first is to expand its successful approach of supporting collaborative knowledge generation, management and sharing to other key stakeholder groups: the industry and finance communities. Like the initial policy platform, the new platforms will provide these respective communities with the latest knowledge, information, best practices and data. Second, the GGKP will build on this knowledge foundation to facilitate an online expert exchange. The expert exchange will allow policy, industry and finance actors to apply their collective intelligence in the pursuit of green growth. Members of these communities will be able to interact with each other as peers and address common challenges, pursue joint opportunities, build expertise and advance the green economy transition.

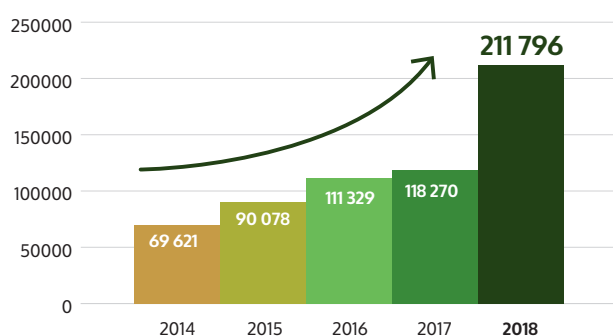
Tracking Progress

The GGKP tracks its impact through data from in-person interviews, surveys, web analytics and social media analysis.

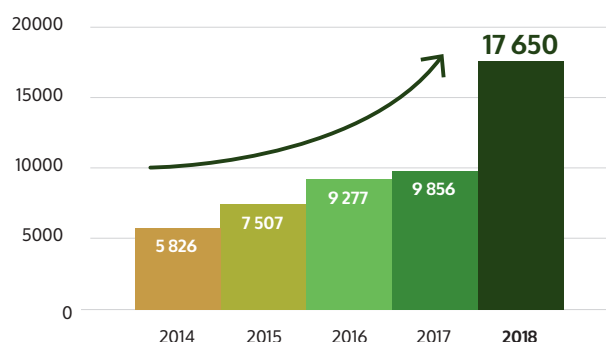
The GGKP measures the overall outcome of its activities by whether policy, industry, and finance experts and institutions increasingly share, use and collaborate in the generation and promotion of green growth knowledge and data to change policies and practices.

One of the ways the GGKP measures this is by the number of users and number of downloads from the GGKP web platform.

Total annual visitors of the platform



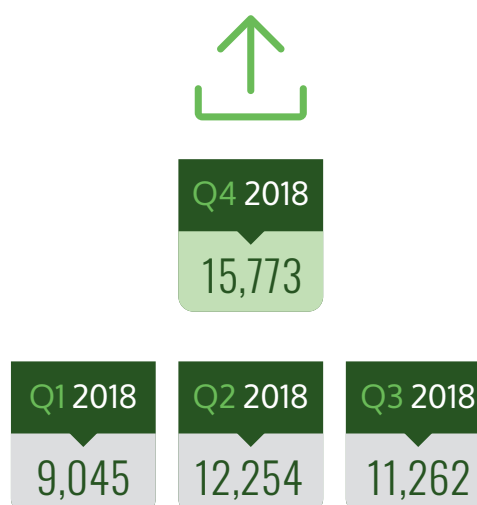
Average monthly visitors of the platform



Total number of downloads



Number of resource downloads per quarter



In 2017, the GGKP underwent an extensive independent evaluation led by the UNEP Evaluation Office to assess the overall impact of the initiative and make recommendations for increasing impact. This evaluation included a survey of GGKP users that resulted in feedback from 450 respondents.

More than 70% of the survey respondents indicated that the GGKP has had a high or significant contribution to informing green growth programmes, projects, publications, research, monitoring systems, or training and education activities.

According to the UNEP 2017 evaluation, GGKP is rated as "Satisfactory", showing effectiveness particularly at delivering expected outputs in a short timeframe. 81% of respondents agreed that the relevance of the website is either "Very Good" or "Good" and meets their needs for technical knowledge and geographical coverage.

This Impact Report complements the independent evaluation by providing a 2018 update on the GGKP's outputs and outcomes in its three principal work areas:

- **Knowledge generation** impact is measured by analysing the participation and outputs of the GGKP Expert Working Groups.
- **Knowledge management** impact is measured by using web analytics to track the resources available and utilized through the GGKP web platform.
- **Knowledge sharing** impact is measured through a mix of web and social media analytics and surveys to track in-person and online engagement with experts, as well as the GGKP's growing influence in the green growth community.



Generating Knowledge

Cumulative data 2012-2018, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge generation impact by tracking:

- Number of green economy knowledge products collaboratively generated
- Number of green economy knowledge products collaboratively generated that reflect a social inclusion or gender dimension

The GGKP research programme works on the principle of collaborative knowledge generation. Guided by this principle, the GGKP brings together external experts and representatives of GGKP partner institutions into regular, neutral and inter-institutional working groups aimed at spurring collective action for green growth.

In total, the GGKP has facilitated nine Expert Working Groups (previously “research committees”) covering: **natural capital, metrics and indicators, trade and competitiveness, technology and innovation, fiscal instruments, inclusiveness, behavioural insights, green growth and the law, and sustainable infrastructure.**

These working groups have drawn together **228 members** from **46 GGKP partner organizations**, with **high developing country representation (34%)** and **female expert participation (34%)**. This diversity helps to ensure the relevance of the working groups’ recommendations to policy changes required on the ground.

The success of GGKP’s knowledge generation is partly measured by the number of gap analyses and research papers developed, released and made available for download. At the end of 2018, **GGKP’s Expert Working Groups had released a total of 12 working papers**, and the GGKP contributed to the development of a total **of 23 collaborative research papers with partners**. To date, one of these papers has featured a strong social inclusion and gender dimension. The GGKP plans to integrate feedback from the 2017 UNEP Evaluation and significantly increase gender mainstreaming across the GGKP’s research papers and working group activities.

In April 2018, the Behavioural Insights Working Group released a working paper entitled, “Changing Behaviours, Changing Policy: Evidence on Behavioural Insights for Green Growth”. The paper reviewed some of the key behavioural drivers and policy leverage points for encouraging green growth and recommended steps that decision makers can take to ensure effective planning of behavioural interventions for green growth.

In June 2018, the Metrics and Indicators Working Group formed a task force and developed a single document outlining the taxonomy, measurement and application of metrics and indicators in four areas: employment, trade, investment and innovation. Based on this, a scoping paper on measuring economic opportunities arising from green growth policies will be released in 2019.

Also in 2018, the GGKP’s Sixth Annual Conference produced **30 research papers** highlighting the opportunities and challenges in ensuring that the transition to a green economy is inclusive and just.

Generating Knowledge in Numbers

**9 EXPERT
WORKING GROUPS**
(formerly "research committees")



97

Organizations
represented, including

46

Knowledge
partners

**228
EXPERTS**



34%

Developing
countries



37%

Female

**LAUNCHED
IN 2017**



Natural
capital



Sustainable
infrastructure

**185
RESEARCH
PAPERS
DEVELOPED**



released and made
available for download

12 | WORKING
PAPERS
produced by GGKP
Expert Working Groups

23 | PAPERS
PRODUCED
in collaboration
with partners

15 | PAPERS
PRESENTED
at the First GGKP Annual
Conference (2012)

4 | PAPERS
PRESENTED
at the Second Annual
Conference (2013)

27 | PAPERS
PRESENTED
at the Third Annual
Conference (2015)

30 | PAPERS
PRESENTED
at the Fourth GGKP
Annual Conference (2016)

44 | PAPERS
PRESENTED
at the Fifth GGKP Annual
Conference (2017)

30 | PAPERS
PRESENTED
at the Sixth GGKP Annual
Conference (2018)



Managing Knowledge

Cumulative data 2012-2018, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge management impact by tracking:

- Number of green growth knowledge products available through the GGKP web platforms
- Number of knowledge products available on the web platforms that include a gender, poverty, or social equity focus
- Number of monthly visits to the GGKP web platforms

The GGKP's knowledge management workstream aims to provide policymakers and practitioners with quick and easy access to knowledge, guidance, data and tools to transition to an inclusive green economy.

The GGKP's web platform is the world's leading source of knowledge on green growth. At the end of 2018, the web platform featured over **3,391 green growth knowledge products** including global reports, case studies, guidance notes and learning products from more than **500 organizations** across 33 sector and theme pages and 193 country pages; **229** knowledge products include a gender, poverty, or social equity focus.

In 2018, the GGKP saw an **84% user increase**, with 86% of users being first-time visitors. The GGKP also saw a **10,000+ increase in unique visitors per quarter**, with an average of 52,949 unique visitors per quarter. The most accessed area of the web platform remains the GGKP Resource Library with over 2,200 resources.

The UNEP 2017 External Evaluation recommended that the GGKP expand its efforts to promote on-the-ground impact. In response to this recommendation, the GGKP launched the **Green Growth Expert Connect**, a service that offers direct free-of-charge access to world-leading technical and policy experts for quick and tailored guidance on a range of green growth topics. The expert roster has expanded to include **22 international experts** covering 12 sectors, 15 themes, five regions and 13 languages.

The GGKP has also **established partnerships with five complementary green economy advisory services** that offer specialized support on key green economy approaches, including green energy transformation, climate change mitigation, and implementation of Nationally Determined Contributions (NDCs) and the Sustainable Development Goals (SDGs). By supporting a network of green economy service providers, the GGKP hopes to dramatically scale the support services available to governments, including for policy analysis, green energy technologies and mobilization of green finance.

In 2018, the GGKP also expanded the **Virtual Policy Solutions Centre** that was launched at the 2017 PAGE Ministerial Conference. This now features: a case studies database showcasing **over 220 real-world examples** of the development and implementation of green growth policies and practices; a learning database with **over 500 courses and e-courses, webinars, tools, guidance documents and videos**; and a recently launched national documents database with **over 200 official national documents** that outline plans, policies and programmes adopted by national governments to advance inclusive green economic development.

Managing Knowledge in Numbers



New database!



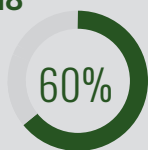
Top five countries accessing the website



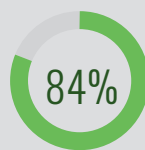
Top five most viewed country pages



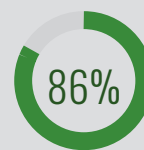
In 2018



increase in page views
(435,633 in total)

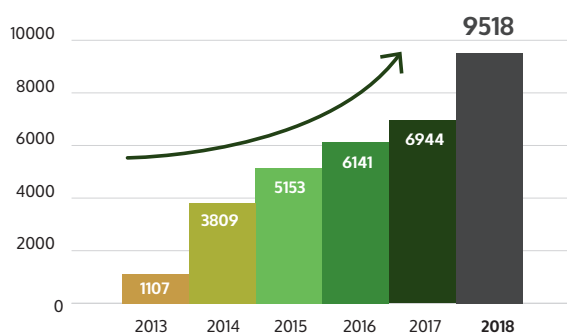


user increase
(155,572 users in total)

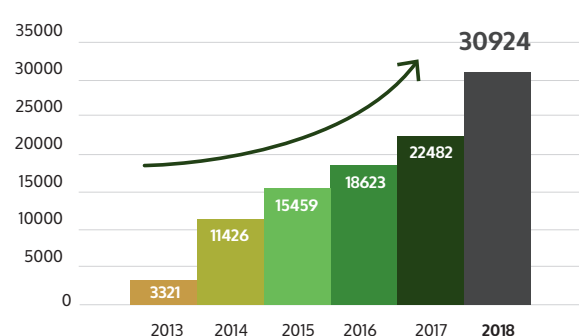


of users first time visitors
(211,796 visits in total)

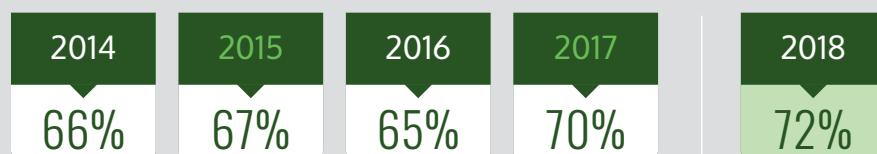
Monthly new visitors



Quarterly unique visitors



New visitor percentage



Sharing Knowledge

Cumulative data 2012-2018, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge sharing impact by tracking:

- Number of participants at GGKP in-person and virtual events (e.g. annual conferences, side events, webinars, etc.)
- Number of webinars organized with GGKP partner institutions
- Number of webinars that include a social inclusion or gender dimension
- Number of GGKP newsletters published

The GGKP's digital and in-person communications activities aim to connect a dynamic global green growth community to the most up-to-date and relevant knowledge, guidance, data and tools for greening policy and practice. The GGKP measures the impact of these activities by tracking and analysing participation in GGKP events and webinars, newsletter releases and subscribers, expert contributions to the GGKP *Insights* blog and levels of engagement on social media.

In 2018, the GGKP organized **15 events drawing approximately 1,400 participants**. These included **five webinars** with 657 participants in total, **six workshops** with 167 participants in total, **five events** hosted jointly with GGKP partners with an estimated 450 participants, and the **Sixth GGKP Annual Conference**, which convened 250 high-level experts and practitioners to examine examples of successful "transition management strategies" that offer inclusive solutions for green growth.

To assess the performance of events, the GGKP tracks, through surveys, the percentage of participants that express satisfaction with GGKP events. This indicator is captured on a scale of 1-10, indicating how satisfied participants were with the event. In 2018, **80% of participants expressed satisfaction with the GGKP's in-person and virtual events**.

While the GGKP reports on the number of event participants as an official indicator, a range of additional metrics are also captured and analysed each year to help interpret this information. For instance, out of 657 webinar attendees at least **40% of the participants were from developing countries, 43% were female, 32% were from government, 26% from international organizations, 16% from academia, 10% from business, 10% from NGOs and 6% identified as other**.

Two of the five webinars organized in 2018 had an explicit social inclusion or gender dimension, including green industrial transition management strategies that minimize potential negative impacts on the economy and workers, and how policymakers can deliver access to energy, sanitation and opportunities for socio-economic development to poor communities facing accelerated climate change.

In 2018, the GGKP released **11 Knowledge Update newsletters**, including a special edition featuring research produced for the Sixth GGKP Annual Conference, **to 6,953 subscribed recipients**. At the end of 2018, the GGKP's Facebook group had over **2,000 members**; the GGKP had over **5,600 Twitter followers**; the GGKP's LinkedIn group had over **1,200 members**, and the GGKP's *Insights* blog featured **297 thought pieces**, with approximately 20% of bloggers from developing countries.

Sharing Knowledge in Numbers



6,953

Newsletter
subscribers



5,652

Twitter
followers



1,227

LinkedIn
group members



485

News articles
(151 new)



297

GGKP
Insights blogs
(66 new)



15

Events with
+1,400 participants
combined

Five webinars organized with GGKP partner institutions



40%

Participants from
developing countries



43%

Participants
were female



Sixth GGKP Annual Conference



Inclusive solutions
for a green transition



The Sixth Green Growth Knowledge Platform (GGKP) Annual Conference took place on 27-29 November 2018 in conjunction with the OECD's 2018 Green Growth and Sustainable Development Forum (GGSD) in Paris, France.

Convened under the theme *Inclusive solutions for the green transition: Competitiveness, jobs/skills and social dimensions*, the meeting aimed at creating a new narrative around green growth and national

competitiveness, examining examples of successful "transition management strategies" that offer inclusive solutions for green growth.

The conference brought together almost 250 policymakers and leaders from business, labour, civil society and academia. Thirty research papers were presented on themes ranging from jobs and skills transition management to green growth and competitiveness to green transition in a post-truth world.



Looking Ahead

In 2019, the GGKP will launch two new knowledge platforms dedicated to the industry and finance communities, the Green Industry Platform and Green Finance Platform. The platforms will be rolled out at various high-level events throughout the year, with an official launch during the United Nations High-Level Political Forum in July 2019 in New York City.

The GGKP Secretariat will also begin to focus on the creation of an expert network exchange space in which users will be able to actively share knowledge and create knowledge groups for collaboration. It will bring together the users of the three platforms – policy, industry and finance – in a space where they can learn and co-create with one another. The aim is to launch this expert exchange space in early 2020.

The GGKP will convene its Seventh Annual Conference on 22 October 2019, which will be hosted by the Global Green Growth Institute in Seoul, Republic of Korea on the theme of "Achieving Global Green Energy Transformation".





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